

Advertisement Details – 01-A

Site: Aldi food store, Wickes & Halfords, Harefield Road, Uxbridge, London, UB8 1JS
Client: Aldi Stores Ltd
Date: August 2025
Job no: 16401-1



INTRODUCTION

This document accompanies the submission of an Advertisement Planning Application, with reference to the following submitted documentation:

- 16401-1-THPR-XX-00-DR-A 1001 Proposed Advert Locations
- 16401-1-THPR-XX-EL-DR-A 1003 P01 Proposed Advert Northwest Elevation
- 16401-1-THPR-XX-ZZ-DR-A 1001 P01 Proposed Advert Details

EXISTING SITE

A planning application for a new Aldi food store at former Wickes & Halfords on Harefield Road.

PROPOSED ADVERTISEMENT DETAILS

This advertisement application is for a number of signage elements relating to a business to be advertised on a site with retail use. The locations of the proposed signage are as indicated on drawings '16401-1-THPR-XX-00-DR-A 1001 Proposed Advert Locations, 16401-1-THPR-XX-EL-DR-A 1003 P01 Proposed Advert Northwest Elevation, 16401-1-THPR-XX-ZZ-DR-A 1001 P01 Proposed Advert Details.

Sign 01 is a single faced signcase mounted between tower columns from two sides. High quality fabricated aluminium signcase, finish RAL 7016 Anthracite. Sign panel is flex face with screen printed five colour foils – corporate logo, (white 'Aldi' text on blue background), with max symbol size of 1,502mm. This is an externally illuminated sing via a trough light.

Sign 1 is 10,710mm x 3,765mm x 190mm and 4,550mm above ground level. Trough light is 11,110mm x 100mm x 700mm and 8,908mm above ground level.

Signs 02 is an ALDI Welcome high quality five colour screen printed vinyl applied to the outside surface of glazing with a max symbol size of 216mm and non-illuminated.

Sign 02 is 1,042mm x 2,150mm x 1.5mm and 50mm above ground level.

Sign 03 is an ALDI logo high quality five colour screen printed vinyl, applied to the outside surface of glazing. Max symbol size is 385mm and non-illuminated.

Sign 03 is 840mm x 1,000mm x 1.5mm and 695mm above ground level.

Sign 04 & 05 is a high-quality, high-level and second-level, single faced singcases mounted between three post (fixed to existing foundation) with high quality fabricated aluminium signcase. High-level finish RAL 7016 Anthracite, sign panels are flex face with screen printed 5 colour foil-corporate logo with White 'Aldi' text on blue background. High-level max symbol height 500mm. During trading hours, static internal LED illumination is provided with '3m' light enhancement film inside. Sign 04 & 05 is 3,562mm x 1,252mm x 190mm and 1,978mm above ground level.

Sign 06 is a 6m tall H post mount with 4 signs, which will referred as A, B, C & D. These will be mounted on a steel RAL 7016 double pole sign on support boxes with high-quality fabricated aluminium signacase. During trade hours all 4 sings will provide static internal LED illumination with 3m light enhancement film inside.

SIGN A is a single faced singcase screen printed 5 colours foil corporate logo. 2,470mm x 2,070mm x 140mm with a max symbol size of 935mm and 3,530mm above ground level.

SIGN B is a single screen printed blue with Opening Hours in white text. 960mm x 1,742mm 80mm between the poles with a max symbol size of 95mm and 2,470mm above ground level.

SIGN C is a single screen printed blue with Bakery in white text. 674mm x 1,742mm 80mm between the poles with a max symbol size of 380mm and 1,696mm above ground level.

SIGN D is a single screen printed light blue with Electric Vehicle Charges and symbol and text in white. 674mm x 1,742mm 80mm between the poles with a max symbol size of 410mm and 922mm above ground level.